



April 1, 2010

Notes:

# Welcome to the American Marketing Association @ ASU!

Please welcome today’s speaker, *Tim Zencka*, Director of Training & Development at Alliance Beverage.

*Professional Interests...*

**Influential person in my career:** My parents

**Insight:** You can do anything you want if you set goals and take action.

**Idea or invention I wish I thought of:** the IPOD

**Fantasy job:** Outside of being a professional basketball, baseball player or actor, I can’t think of a better job than the one I currently have.

*What I would like to...*

**See more of:** Apple

**See less of:** PC

*Personal Interests...*

**Movie:** Hoosiers, Matrix, Avatar, Few Good Men

**Music:** Jay-Z, Linkin Park, Black Eyed Peas, Armin Van Buuren

**TV:** Jim Rome is Burning, Sportscenter

**Quote:** “Whether you think you can or you think you can’t, your right”

**Book:** The Power of Now – by Eckart Tolle

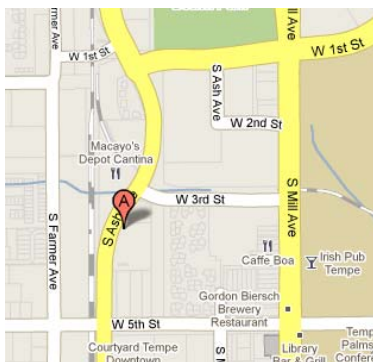
**Paper or plastic:** Bring my own bag

**About myself:** ASU Graduate, former AMA member.

**Sports team:** Chicago Cubs, Chicago Bulls

### Feeling social?

Join us after the meeting at Macayo’s!



300 South Ash Avenue,  
Tempe, AZ, 85281

Ask an E-Board member for a ride.



“It is better to have enough ideas for some of them to be wrong, than to be always right by having no ideas at all.”

Edward de Bono

bove and Beyond

**Next Week:**

Alejandra Diaz-Calderon,  
Account Executive for Nascar

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**Upcoming Events:**

- April 8-10 – 32<sup>nd</sup> Annual AMA International Collegiate Conference in New Orleans
- April 15 – Volleyball
- April 29 – Elections!
- May 4 – End of semester Banquet

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**Upcoming Speakers:**

- Verizon Communications

**April is Cancer Awareness Month!**

**FACTS:**  
Cancer accounts for nearly one-quarter of deaths in the United States, exceeded only by heart diseases.

In 2006, there were 559,888 cancer deaths in the US.

Approximately one in three women in the United States will develop cancer over her lifetime. The leading sites are breast, lung, and colon and rectum.

The American Cancer Society estimates that UV exposure is associated with more than one million cases of basal and squamous cell cancers and 59,940 cases of malignant melanoma in 2006.

Source: The American Cancer Society

Join our Relay for Life Team!

April 16-17, 2010

**HOPE**

Location: Sun Angel Stadium at ASU

**Time:** 8:00 PM - 8:00 AM  
*(can come at any time during these hours)*

Relay for life is brought to us by the American Cancer Society.

We will have members continuously walking for 12 hours in order to spread hope in that we will not give up the fight against cancer! We will have a tent with food and games, get ready for a good time!

RSVP to Alyssa Berg VP of Philanthropy  
Alyssa.Berg@asu.edu

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**Thanks to everyone who volunteered at Habitat for Humanity last weekend!**